

CLAIMS

1 process for preparing a pressure sensitive adhesive having enhanced resistance to water-whitening comprising the steps of:

- 5 (a) forming a mixture in water of
- (i) an effective initial amount of a polymerization initiator which produces radicals by a thermal decomposition to form a mixture and optional further surfactant;
 - (ii) an effective amount of a water-dispersible polymerizable surfactant with a terminal allyl amine moiety; polyoxyalkylene-1-(allyloxymethyl) alkyl ether sulfate salt(s) and/or mixtures thereof,
- 10 (b) forming a polymerizable aqueous pre-emulsion comprising
- (i) a hydrophobic monomer mixture comprising at least one alkyl (metha)acrylate ester of an C₁₋₄alcohol and up to about 30% by weight of the mixture of at least one styrenic monomer,
 - 15 (ii) at least about 1 % of the total weight of (i) to (iii) of one or more hydrophilic monomer(s),
 - (iii) at least about 5 % of the total weight of (i) to (iii) of at least one partially hydrophilic monomer(s) selected from N-vinyl pyrrolidone; alkyl (metha)acrylate esters of methanol or ethanol; and/or mixtures thereof,
- 20 the pre-emulsion further comprising effective amounts of the surfactant
- (c) contacting the pre-emulsion with the water mixture;
 - (d) continuously adding said pre-emulsion to said mixture to polymerize said pre-emulsion to form a latex emulsion, and optionally adding further polymerization initiator during the polymerization of said pre-emulsion; and
- 25 (e) optionally adjusting the pH of said latex emulsion with a suitable base to a pH 5 of about 6.5 to about 9.

2 An adhesive composition obtained and/or obtainable by a process as claimed in claim 1, where the adhesive comprises prior to polymerisation:

- 30 (a) an effective amount of a radical polymerization initiator
- (b) polymerisable ethoxylated alkyl phenol sulfate surfactants; and
- (c) (i) a hydrophobic monomer mixture comprising at least one alkyl (metha)acrylate ester of an C₁₋₄alcohol and up to about 30% by weight of the mixture of at least one styrenic monomer,
- 35 (ii) at least about 1 % of the total weight of (i) to (iii) of one or more hydrophilic monomer(s),

(iii) at least about 5 % of the total weight of (i) to (iii) of at least one partially hydrophilic monomer(s) selected from N-vinyl pyrrolidone; alkyl(metha)acrylate esters of methanol or ethanol; and/or mixtures thereof

5 3. A label facestock comprising a pressure sensitive adhesive as claimed in claim 2

4. An article labelled using a label facestock as claimed in claim 3.

5. A method for labelling an article comprising the steps of

10 (a) dispensing a label from a label facestock as claimed in claim 3, and

(b) adhering the dispensed label onto the article.

6. A labelled article obtained and/or obtainable by a method as described in claim 5.